

juanparra.me  
j.parrita@gmail.com  
LinkedIn: juan-pablo-parra

## QUALIFICATIONS

Over 15 years of experience in magazines, advertising, and brand development, with a portfolio demonstrating a passion for design and strong typography skills.

Exceptional design sensibility and management skills.

Highly motivated team player, with a strong ability to work independently in support of both creative goals and a client's business objectives.

Strong organizational skills and attention to detail.

Expert knowledge of Adobe CC (InDesign, Adobe Photoshop, Adobe Illustrator).

Winner of a 2012 American Advertising Award (ADDY) for nonprofit "Pixels Not Paper" campaign to raise awareness about the need to reduce paper consumption.

## EDUCATION

**2009, DIPLOMA**  
Art Institute of Fort Lauderdale

**2006, AA**  
Academy of Art University

**2004, BA**  
Florida International University

# JUAN PARRA

## DESIGN DIRECTOR

## EXPERIENCE

**SENIOR ART DIRECTOR** *Coldwell Banker/Anywhere, 2020–Present*

- Developed identities, branding systems, and promotional materials for hundreds of Coldwell Banker luxury real estate agents nationwide.
- Single-handedly executed the full redesign of Coldwell Banker Global Luxury's flagship publication, *Homes & Estates*, utilizing my background in editorial design, typography and editorial flow.
- Redesigned and implemented new brand logo for The Studio, the largest in-house agency in corporate America, serving the brands of Anywhere Real Estate.
- Created identity, logo, and brand guidelines for new Anywhere title company, Upward, as well as for all internal employee resource groups, whose aim is to foster a diverse, inclusive workplace.
- Conceptualized and implemented environmental graphics for prominent Coldwell Banker events, such as Engage, the first ever Global Luxury Summit.

**DESIGN DIRECTOR** *Galerie Magazine, Worth Magazine, 2018–2020*

- Responsible for conceptualizing and designing a brand refresh of the entire art and design publication from cover to cover.
- Designed all features, front of book, and covers, by experimenting with bold innovative type treatments and photography.
- Collaborated with writers and editors to visually tell compelling stories, while consistently meeting deadlines under pressure.
- Worked closely with the imaging department on retouching and color correcting.

**ART DIRECTOR** *Modern Luxury–Niche Media, 2013–2017*

- Designed all features, front of book, and covers for multiple luxury publications, including *Gotham*, *Hamptons*, and *Los Angeles Confidential*.
- Spearheaded a new workflow between the design and digital imaging departments, developing a new visual language for color processing and photo retouching.
- Managed and mentored designers and interns.

**ART DIRECTOR** *The Miami Herald, 2011–2013*

- Designed custom tourism and in-flight publications for clients including Miami Tourism Bureau and Avianca Airlines.
- Executed a full redesign of the official magazine for Volaris Airlines.